



## CCR EXHIBITOR WELCOME KIT

# WELCOME 2023 EXHIBITORS!

CCR EAST | May 4-7 | Destin, Florida

We are thrilled to have you as an exhibiting partner for CCR East 2023 in Destin, Florida! This exhibitor kit details many important facets of your sponsorship. Please review each page of this kit details, deadlines, sponsorship summary, and asset submission uploads.

Use the tabs at the top of the form to navigate the pages and sections.

NOTE: After you submit your forms, you will receive a link to EDIT YOUR SUBMISSIONS. Please use this link and share it with appropriate co-workers so that you can see what has already been submitted to CCR.

If you have any questions, reach out to [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com) and we will be happy to help you.

Kindly,

CCR Events Team



## ONSITE BOOTH LOGISTICS

CCR EAST 2023

### EXHIBIT SET UP

Wednesday, May 3, 2023  
12 PM - 8:30 PM

### EXHIBIT DISMANTLE

Saturday, May 6, 2023  
2:00 PM - 4:00 PM

### PEAK EXHIBIT HOURS

MAY 4, 2022	MAY 5, 2022	MAY 6, 2022
6:45 AM – 7:45 AM	6:30 AM – 7:30 AM	6:30 AM – 7:30 AM
12:15 PM – 1:15 PM	12:45 PM – 1:45 PM	12:45 PM – 1:45 PM
3:15 PM – 3:30 PM		
6:00 PM		

### BOOTH LOGISTICS & MATERIALS SHIPPING

HILTON SANDESTIN BEACH GOLF RESORT & SPA  
4000 Sandestin Boulevard South  
Miramar Beach, FL 32550  
ATTN: Name of Person the package(s) should be directed  
Company Name  
Arrival Date

DIRECT: 850-267-9600  
FAX: 850-267-1816

### HOTEL ELECTRICAL, EXHIBIT AV, INTERNET, AND TELEPHONE CONTACT

Electrical service and other ancillary items such as internet connections and easels are not included in your conference's exhibitor fees and may be rented through the Hotel on-site.

- NOTE: The Hilton Sandestin Beach does not accept prepaid forms for these items

All charges will be applied the day of the Show and may be paid by credit card or room charge on-site. Receipts for charges are available upon request.

For on-site requests, please contact Conference Services at Extension 3115

## HOTEL FOOD & BEVERAGE CONTACT

Hilton Sandestin Beach Golf Resort & Spa's policy strictly prohibits alcoholic beverages to be brought onto the property from outside sources for any conference, event or function.

- Hilton Sandestin Beach enforces this policy for all functions on property including exhibit halls, hospitality suites, as well as beach tents and poolside cabanas.
- Any food and beverage needs are to be fulfilled only through Hilton Sandestin Beach's banquet services.
- Please contact Adam Lourcey at 850-267-9603 for details and menus.

For Product Theater Food & Beverage contact Adam Lourcey at [alourcey@hiltonsandestinbeach.com](mailto:alourcey@hiltonsandestinbeach.com)

## HOTEL PACKAGE SHIPPING, RECEIVING, STORAGE & DELIVERY

Please make sure any packages or materials shipped to the hotel are properly labeled to ensure prompt delivery. The name of the guest receiving the shipment should be clearly marked:

### HILTON SANDESTIN BEACH GOLF RESORT & SPA

4000 Sandestin Boulevard South

Miramar Beach, FL 32550

**ATTN: Name of Person the package(s) should be directed**

**Company Name**

**Arrival Date**

- Guest must be present to receive and sign for all deliveries.
- \$15.00 per box receiving/handling charge will apply to all boxes delivered to or picked up from meeting rooms.
- \$150.00 per pallet per move will apply to all pallets delivered to or picked up from meeting rooms.
- Due to limited storage space at the Hotel, there is a \$5.00 per package per day storage fee for items received more than three days prior to arrival.
- All materials will be delivered directly to the exhibit hall on the conference exhibit set-up date and cannot be left in the loading dock or service hall areas. If storage is required please contact the Bellstand at Extension 40.
- Additional labor charges will be incurred up to \$25.00 for shrink wrapping per pallet, packaging, taping, addressing, and/or providing boxes to be shipped. (NOTE: Federal Express and UPS shipping labels are available upon request.)
- In case of missing shipments, please be prepared to provide tracking numbers.
- The Hilton Sandestin Beach Golf Resort & Spa is not responsible for any materials left in in function rooms. All items must be cleared from the meeting space at the conclusion of the event.
- For advance receiving/handling arrangements, please contact Guest Services at 850-267-9500 or Michael Kaushagen [mkaushagen@hiltonsandestinbeach.com](mailto:mkaushagen@hiltonsandestinbeach.com)
- For on-site assistance with all packages and box deliveries, please contact the Bellstand at Extension 40.

- NOTE: If applicable, all exhibit/trade show shipments should be referred to the Conference's contracted exhibit/drayage company.
- No carpeting is permitted in onsite booth(s).

## ONSITE BOOTH SELECTION / BOOTH ASSIGNMENTS

Booth assignments will be posted onsite. Onsite booths are assigned starting with Premier, then Diamond sponsors who are allowed to participate in choosing their booths. All other booth numbers will be assigned and will be available in the mobile app two days prior to the event.

Please notify CCR's Organizing Secretariat at [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) as soon as possible if your company requires a socially distanced booth so that this can be arranged prior to your arrival onsite.

## AV FOR ONSITE BOOTH --> (NOT AV FOR PRODUCT THEATERS)

**All Product Theaters AV orders should be placed through Digital Motion Event Services, CCR's exclusive provider for product theater AV. See Product Theater AV Order Form for details.**

All orders for onsite booth only (NOT Product Theaters) should be directed to the Hilton Sandestin.

Hilton Sandestin Event Planning Department  
4000 Sandestin Boulevard South  
Destin, FL 32550  
DIRECT: 850-267-9600  
FAX: 850-267-1816

## ONSITE REGISTRATION PACKET INSERT

An opportunity exists for companies to have company-specific information viewed by every registrant by having inserts placed with the registrant's registration materials. The inserts may be about a specific product, service, booth location or company function and represent an excellent opportunity to ensure your visibility.

Company inserts should follow these guidelines:

- A one-page insert is only one page
- If the insert is two pages, then there will be an additional charge of \$500 per page.
- May be composed of paper or paper-like material; however, thin, flimsy product information packet inserts are not acceptable and will not be put in the registrant packets
- May be imprinted front, back or both sides
- May be of any shape or size up to a regular piece of paper
- Must be provided by vendor
- Is not to exceed 8.5" x 11"
- **ALL PRODUCT THEATER TITLES MUST BE UNBRANDED!**
- Product Theater Titles must be submitted to CCR no later than March 27, 2023.  
**ANY TITLES NOT RECEIVED BY THE DUE DATE ARE NOT GUARANTEED TO BE CORRECT AND MAY NOT BE INCLUDED IN SYLLABUS.**
- All inserts must contain the following sentence: **"The Non-CME Corporate Forum content and views expressed therein do not necessarily reflect the views, policies or position of the Congress of Clinical Rheumatology."**
- Insert must be pre-approved by CCR; See approval instructions below

- Must be received by the Hilton no later than 12 noon Friday, April 28, 2023, to be included in onsite registration packets. **INSERTS RECEIVED AFTER THIS DATE WILL NOT BE INCLUDED IN REGISTRANT PACKETS.**
- The onsite inserts should be sent to:  
**ATTN: CCR Staff - Registration Materials**  
**Hilton Sandestin Beach**  
**4000 Sandestin Boulevard South**  
**Miramar Beach, FL 32550**

Meeting materials are loosely stacked in the following approximate order: the conference bag on the bottom, a course syllabus, a meeting t-shirt, then the inserts in approximate order of size. The cost is based on the actual number of pages that compose the insert material that is to be inserted in each packet and is not dependent on whether it is printed on the front, back, or both sides.

Complimentary registration packet inserts are determined by Sponsorship Level or purchase of a Promotional Theater. An exhibiting company has the option to purchase a registration packet insert if it is not included with your sponsorship level. Email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to purchase an add-on registration packet insert.

Premier Level	3 packet inserts
Diamond Level	1 packet insert
Product Theater	1 packet insert

#### **ONSITE REGISTRATION PACKET INSERT APPROVAL INSTRUCTIONS:**

All onsite registration packet inserts must be approved by Dr. Pam McLain. Email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to submit your onsite registration packet for approval. Dr. McLain will reach out to you via email to either confirm acceptance or request a revision. If you do not receive a response, it is your responsibility to contact her to confirm acceptance.

**Onsite Registration Inserts must be submitted for approval by March 27, 2023**, to be included in the CCR registration packet. It is your responsibility to have the packet insert arrive on time. If your packet insert is not pre-approved, does not contain the disclaimer line, or does not arrive at the Hotel by the arrival deadline, IT WILL NOT BE INCLUDED IN THE REGISTRATION PACKETS and any payment will not be returned.

## **GAMIFICATION**

### **ONSITE BOOTH STAMPS, DRAWINGS & PRIZES (Onsite Gamification)**

#### **Card Stamping**

Participants will receive 3 cards. There is one card for Thursday, Friday, and Saturday. Each card is a different color, one for each day, with the day printed on them.

The name of each sponsoring company is on the cards. The attendees will need 15 stamps from 15 different exhibitors each day in order to be eligible to enter CCR's drawing. If requested, please stamp the attendee card in your company's square for that particular day only. The cards will then be entered in a drawing\* at the Saturday night banquet for nice, useful prizes. You should receive a stamp and stamp pad for you to use at your booth. Please adhere to the color code for the cards and only stamp for the appropriate day. In the past, some physicians managed to have all their cards stamped on the first day. This defeats the purpose and decreases both traffic for all exhibitors.

## PRODUCT THEATER GAMIFICATION

Each onsite only, virtual only or hybrid PT will be assigned a gamification code. Your unique product theater code will be emailed to your product theater contact as provided in your manage exhibitor profile section of the CCR Exhibitor Welcome Kit. Attendees can enter this code into their mobile app to retain the points for attending the product theater. Prizes will be given from the platform gamification leader board. Product Theater hosts can decide how to distribute your unique gamification code to attendees.

Suggestions include:

- Announcing it at the middle or end of the program
- Giving a handout as attendees enter your product theater
- Include it on your product theater printout
- Get creative and make it fun!

## VIRTUAL BOOTH GAMIFICATION

Each virtual booth will be assigned a gamification code. You can find your unique code listed in your exhibitor portal in the Gamification tab. Virtual booth visitors will enter this code into their gamification board to retain the points for visiting your virtual booth. Prizes will be given from the platform gamification leader board. Virtual booths can decide how to distribute your unique gamification code to attendees.

Suggestions include:

- Posting it on your booth for all to see
- Giving a handout as visitors have chats with your booth staff
- Include it on a handout that a visitor must download
- Get creative and make it fun!

\*NOTE: The drawing is being conducted by A&R Educational Group, LLC which is solely responsible for its conduct. The drawing benefits A&R Educational Group, LLC by increasing traffic to the exhibits. All prizes awarded are at the discretion and control of A&R Educational Group, LLC. **IMPORTANT DISCLAIMER: NO PHARMACEUTICAL UNRESTRICTED EDUCATIONAL GRAND FUNDS OR CORPORATE SPONSORSHIP FUNDS OR EXHIBITOR FEES OR ANY OTHER FUNDS WHATSOEVER PROVIDED BY ANY PHARMACEUTICAL COMPANY WERE USED TO ACQUIRE OR PURCHASE THE PRIZES.**

## CONFERENCE ATTENDEE LIST

Premier, Diamond, Platinum, and Gold sponsorship levels, as well as Product Theater sponsors, will receive a complimentary conference attendee list as a part of their sponsorship package. This list will be emailed weekly to your company representative. No conference attendee lists will be distributed to any company below Gold Sponsorship unless that company has purchased the option to have a product theater. Attendee lists are GDPR & CCPA compliant and will only contain attendee information when given permission by the attendee.

## BOOTH STAFF LODGING INFORMATION

All onsite booth staff must register for booth staff badges via the REGISTER button on the CCR website. Once booth staff register on the CCR conference website, they will receive a confirmation email. This email will contain a group code for hotel reservations for CCR. There are additional housing options listed on the CCR website. Each Company is restricted to a maximum of 10 room block rooms. The Company may consult with the hotel and arrange further accommodations if desired. If any company reserves more than 10 rooms in the room block, they will be contacted and requested to release the additional rooms. This is necessary due to the large number of company representatives that have canceled room block rooms at the last minute. Any Company that cancels a room within one week of the event may have their room allotment reduced by the number of rooms canceled.

## BOOTH STAFF REGISTRATION & NAME BADGES

For scientific session registrations, click [here](#) to register. Once on the registration page, please put in the appropriate email address for the scientific session registrant and the category, i.e. RN, NP, etc. If the individual does not have any academic credentials, use "Other." Do not check "Exhibitor" to register for the scientific sessions. It is very important that you do not choose "Exhibitor" if you are registering for the scientific sessions as you will not be able to register for the meeting under the Exhibitor category. The Exhibitor category is only for booth staff badges which will not allow entrance to the scientific sessions.

After entering your email address, use your company's discount code. If applicable, click a category other than "Exhibitor." Click "Next" and it will move to the next page of registration for the name, address, etc.

For exhibitor booth staff registrations, click [here](#) to register. Once on the registration page, exhibitors/booth staff should register as "Booth Staff" on the CCR registration site. Name badges will be available for pick up at the onsite CCR registration desk. All exhibitors must be registered for exhibitor badges by April 20, 2023, in order to have their exhibitor name badge ready upon arrival. Exhibitors are not permitted to wear company badges on site.

At this time, we do not have a limit on the number of exhibitor booth staff badges that a company receives. To register your booth staff for booth staff badges, you will need to log on to our website, [www.ccrheumatology.com](http://www.ccrheumatology.com), click on "CCR-East", and then click "Register." Enter your email address and click the radio button "Exhibitor." On the next page, you can click the top radio button to register your booth staff personnel, using the Exhibit name you want for your booth.

Booth staff exhibit registration is free and there is currently no limit on the number of booth staff badges that a Company receives. Please list your name and credentials, if applicable, as you want them to be on the name badges. This registration will be used to print badges and will allow access only to the Exhibit Hall. It will NOT permit access to the main scientific session room. In order to register for access to the scientific session room, a choice other than "Exhibitor" must be chosen on the page for registering.

## BOOTH PACKAGE SPONSORSHIP

Please refer to your CCR East 2023 Exhibitor Prospectus for all items that are included with your sponsorship level. The prospectus also contains a description of any items that are available for purchase as an add-on item to your sponsorship package.



## VIRTUAL BOOTH LOGISTICS

CCR EAST 2023

### VIRTUAL PRIMARY CONTACT

CCR needs one primary contact for your virtual booth and sponsorship. This contact will receive all emails related to your company's virtual booth and sponsorship, including lead retrieval emails. Please submit your Virtual Primary Contact via the Manage Exhibitor Profile section of this Welcome Kit by March 13, 2023.

### VIRTUAL BOOTH SET UP

Your Virtual Primary Contact will receive an email with admin credentials to your private virtual exhibitor portal. These admin credentials will allow you to customize and set up your virtual booth and view scanned leads (if applicable). The email will be sent by March 1, 2023. There is a list of asset specifications below that will guide you in the items needed to place in your virtual booth. If you have any questions regarding your virtual booth setup and assets needed, please email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).

### VIRTUAL BOOTH GO LIVE DATE

The CCR West virtual platform will go live on May 2, 2023. Please ensure that your virtual booth is ready to be viewed by attendees on this date.

### VIRTUAL PEAK EXHIBIT HOURS

Virtual exhibit hours are based on on-site breaks assuming that the meeting is running on time.

May 4, 2023	May 5, 2023	May 6, 2023
6:30AM - 7:30 AM	6:30 AM - 7:30 AM	6:30 AM - 7:30 AM
10:00 AM - 10:15 AM	9:30 AM - 9:50 AM	9:30 AM - 9:50 AM
12:15 PM - 1:15 PM	12:45 PM - 1:45 PM	12:45 PM - 1:45 PM
3:15 PM - 3:30 PM		

### VIRTUAL BOOTH STAFF

CCR recommends having your virtual booth staffed by your company representatives, specifically during peak exhibit times. The company's primary contact can assign staff/managers to the virtual booth in your private exhibitor portal. Your virtual booth will receive up to 8 booth staff. If you need additional virtual booth staff, it is \$10.00 per additional staff/spot. If you need additional booth staff spots added to your virtual booth, please email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).



You do not need to register your virtual booth staff through CCR registration. Only the booth staff that will be onsite need to register through CCR Registration.

## ADVANCED VIRTUAL BOOTH

The advanced virtual booth allows your company to capture virtual leads from your virtual booth visitors, allow for a video call for up to 25 attendees, and your name on the 3D virtual map.

Premier, Diamond, Platinum, Gold, and Silver sponsorship levels have virtual lead retrieval included with their virtual sponsorship. All other sponsorship levels have the option to purchase the advanced virtual booth / virtual lead retrieval as an add-on item. Details and pricing can be found in the exhibitor prospectus. If you wish to add virtual lead retrieval, please email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

## Virtual Lead Retrieval

Virtual lead retrieval is part of the advanced booth option. It will give the following two options for your virtual booth: (1) a Request Information button which is essentially like collecting a business card from an onsite attendee, (2) a Join Live button which allows for a video call for up to 25 attendees (3) Virtual Lead Retrieval report, and (4) 3D Booth name on the virtual map.

See Lead Retrieval for more details on virtual lead retrieval and reporting.

## VIRTUAL PACKET INSERT

An opportunity exists for companies to have company-specific information viewed by every registrant by having inserts placed with the registrant's registration materials, which include Agenda, CME information, and more. The inserts may be about a specific product, service, booth location, or company function and represent an excellent opportunity to ensure your visibility.

Company inserts should follow these guidelines:

- A one-page insert is only one page
- If the insert is two pages, then there will be an additional charge of \$500 per page.
- May be imprinted front, back or both sides
- May be of any shape or size up to a regular piece of paper
- Must be provided by vendor
- Is not to exceed 8.5" x 11"
- All inserts must contain the following sentence: **"The Non-CME Corporate Forum content and views expressed therein do not necessarily reflect the views, policies, or position of the Congress of Clinical Rheumatology."**
- **Must be pre-approved by CCR by March 27, 2023; See approval instructions below**

Complimentary registration packet inserts are determined by Sponsorship Level or purchase of a Promotional Theater. An exhibiting company has the option to purchase a registration packet insert if it is not included with your sponsorship level. Email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to purchase an add-on registration packet insert.

Premier Level	3 packet inserts
Diamond Level	1 packet insert
Product Theater	1 packet insert

### **VIRTUAL PACKET INSERTS APPROVAL INSTRUCTIONS:**

All virtual registration packet inserts must be approved by Dr. Pam McLain. Email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to submit your onsite registration packet for approval. Dr. McLain will reach out to you via email to either confirm acceptance or request a revision. If you do not receive a response, it is your responsibility to contact her to confirm acceptance.

**Virtual Registration Inserts should be submitted for approval by March 27, 2023, to be included in the CCR registration packet.**

## **VIRTUAL GAMIFICATION**

### **ONSITE BOOTH STAMPS, DRAWINGS & PRIZES (Onsite Gamification)**

#### **Card Stamping**

Participants will receive 3 cards. There is one card for Thursday, Friday, and Saturday. Each card is a different color, one for each day, with the day printed on them.

The name of each sponsoring company is on the cards. The attendees will need 15 stamps from 15 different exhibitors each day in order to be eligible to enter CCR's drawing. If requested, please stamp the attendee card in your company's square for that particular day only. The cards will then be entered in a drawing\* at the Saturday night banquet for nice, useful prizes. You should receive a stamp and stamp pad for you to use at your booth. Please adhere to the color code for the cards and only stamp for the appropriate day. In the past, some physicians managed to have all their cards stamped on the first day. This defeats the purpose and decreases both traffic for all exhibitors.

### **PRODUCT THEATER GAMIFICATION**

Each onsite only, virtual only or hybrid PT will be assigned a gamification code. Your unique product theater code will be emailed to your product theater contact as provided in your manage exhibitor profile section of the CCR Exhibitor Welcome Kit. Attendees can enter this code into their mobile app to retain the points for attending the product theater. Prizes will be given from the platform gamification leader board. Product Theater hosts can decide how to distribute your unique gamification code to attendees.

Suggestions include:

- Announcing it at the middle or end of the program
- Giving a handout as attendees enter your product theater
- Include it on your product theater printout
- Get creative and make it fun!

### **VIRTUAL BOOTH GAMIFICATION**

Each virtual booth will be assigned a gamification code. You can find your unique code listed in your exhibitor portal in the Gamification tab. Virtual booth visitors will enter this code into their gamification board to retain the points for visiting your virtual booth. Prizes will be given from the platform gamification leader board. Virtual booths can decide how to distribute your unique gamification code to attendees.

Suggestions include:

- Posting it on your booth for all to see

Giving a handout as visitors have chats with your booth staff  
Include it on a handout that a visitor must download  
Get creative and make it fun!

\*NOTE: The drawing is being conducted by A&R Educational Group, LLC which is solely responsible for its conduct. The drawing benefits A&R Educational Group, LLC by increasing traffic to the exhibits. All prizes awarded are at the discretion and control of A&R Educational Group, LLC. IMPORTANT DISCLAIMER: NO PHARMACEUTICAL UNRESTRICTED EDUCATIONAL GRAND FUNDS OR CORPORATE SPONSORSHIP FUNDS OR EXHIBITOR FEES OR ANY OTHER FUNDS WHATSOEVER PROVIDED BY ANY PHARMACEUTICAL COMPANY WERE USED TO ACQUIRE OR PURCHASE THE PRIZES.

## PUSH NOTIFICATIONS

Premier (2 pushes) and Diamond (1 push) sponsors will receive a virtual notification to attendees to promote their onsite and virtual booth.

All Product Theaters will receive one (1) push notification per product theater.

Push notifications can also be purchased as an add on item by other sponsorship levels, if desired. Contact [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to purchase push notifications.

## BOOTH CHAT

Your virtual booth is enabled with booth chat for your staff and booth visitors. This is a public chat within your virtual booth page. Should chat be an issue with your company's compliance department, please email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).

## VIRTUAL BOOTH ASSETS AND SPECS

Assets are listed with specs below. Please load these directly into your virtual booth via your private exhibitor portal. Email any questions to [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).

### Exhibitor Banner / Logo

png or jpg  
1000w x 400h

### Exhibitor Thumbnail

png or jpg  
500w x 500h

### File Downloads

PDF recommended (optional)  
Description Box  
HTML field  
Can hyperlink in this box

### Video Embed Link

(optional)

### Booth Staff / Managers

Added by Primary Contact. Up to 2 included. Additional virtual booth staff spots can be purchased as needed (see above)

## **VIRTUAL PACKAGE SPONSORSHIP**

Please refer to your CCR East 2023 Exhibitor Prospectus for all items that are included with your virtual sponsorship. The prospectus also contains a description of any items that are available for purchase as an add-on item to your sponsor package. If you have any questions about your sponsorship package, email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).



## LEAD RETRIEVAL

CCR EAST 2023

### ONSITE LEAD RETRIEVAL

Onsite Lead Retrieval will be available via the CCR mobile app. Once the app is available, LR users will download the app to their phones or iPad. This device can be a personal or company device. Exhibitors will scan visitor badges via the mobile app.

CCR will send an announcement to the Lead Retrieval Contact (same as the Virtual Contact) with a link to the mobile app once it is ready for download. Please make sure you have submitted your Lead Retrieval Contact via the Manage Exhibitor Profile section.

The Lead Retrieval Contact will manage LR users via your private Virtual Exhibitor Portal. These users are added in the Booth Managers section.

Lead Retrieval is per exhibitor and is enabled on all managers added to the exhibitor's virtual booth.

An Exhibitor User is defined as an onsite lead scanner and/or a virtual booth staff member. Additional Exhibitor Users can be purchased by contacting [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

- 1 additional exhibitor user: \$200
- 3 additional exhibitor users: \$500

Any company has the option to purchase lead retrieval users for onsite booth staff. To purchase onsite lead retrieval users, email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

### VIRTUAL LEAD RETRIEVAL

Virtual leads are captured via the virtual booth in the virtual exhibit hall. Companies that purchase the Advanced Booth Option or Virtual Lead Retrieval as a part of their sponsorship package will have a "Request More Information" button on their virtual exhibitor booth. This button will allow the capture of attendee "lead" information that will be available to your company. In addition, Lead Retrieval gives you the option of requiring attendees to provide their information in order to download documents that you have made available on your booth page.

Companies that do not purchase Virtual Lead Retrieval will see only the visitor's name (or their login name). The Advanced Booth Option which includes Virtual Lead Retrieval can be purchased by submitting an email to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

### LEAD RETRIEVAL REPORTING

All leads captured virtually or by scanning onsite will be stored in your private Exhibitor Portal. Leads will be available instantly. Your Lead Retrieval contact can access these leads and run reports from your exhibitor portal. If you have any questions regarding lead reporting, please email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).

## **BOOTH PACKAGE SPONSORSHIP**

Please refer to your CCR East 2023 Exhibitor Prospectus for all items that are included with your sponsorship level. The prospectus also contains a description of any items that are available for purchase as an add-on item to your sponsorship package.



## PRODUCT THEATER LOGISTICS

CCR EAST 2023

### PRODUCT THEATER IMPORTANT DEADLINES

Submit product theater registration packet insert for approval

March 27, 2023

Submit to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com)

Submit product theater speaker and title

March 27, 2023

Submit to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com)

Deadline to order all product theater AV needs with Digital Motion

April 10, 2023

[Order Product Theater AV Here](#)

### PRODUCT THEATER FOOD & BEVERAGE

Food and beverage for all product theaters at CCR West should be ordered through the Marriott Marquis.

**Product Theater host companies are required to provide a hot meal during their Product Theater.** Product theater host companies are responsible for their own food & beverage orders, layout, and confirmations directly with the hotel.

For Product Theater Food & Beverage contact:

Adam Lourcey at [alourcey@hiltonsandestinbeach.com](mailto:alourcey@hiltonsandestinbeach.com)

### AV FOR PRODUCT THEATERS

Digital Motion Event Services is the exclusive provider of audio-visual services for CCR at the Marriott Marquis. All product theater and ad board orders should be placed through Digital Motion. Please see the AV Supply, Price, and Order List included in this welcome kit. Digital Motion will invoice separately for all audio-visual items.

**Order product theater AV needs by April 10, 2023 via the Product Theater AV Order Form in this kit.**

### PRODUCT THEATER SPEAKER & TITLE

For your Product Theater to be advertised in CCR's Product Theater e-blast, and to be listed on the virtual Agenda in the Registration Packet, **submit your Product Theater speaker and title to Dr. Pam McLain at [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) by March 27, 2023.** CCR will send an e-blast prior to the conference announcing all available product theaters.

## PRODUCT THEATER LEAD RETRIEVAL (SCANNING)

See the Lead Retrieval section for details on scanning attendance at your product theater.

## PRODUCT THEATER PACKET INSERT

Your company will receive one registration packet insert to promote your product theater. If your product theater is a hybrid format, the onsite insert can be used for the virtual packet insert, if you choose. Please submit this insert for both onsite and virtual use to Dr. Pam McLain at [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

**PRODUCT THEATER INSERT APPROVAL INSTRUCTIONS:** All product theater registration packet inserts must be approved by Dr. Pam McLain. Email your insert to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com). Dr. McLain will reach out to you via email to either confirm acceptance or request a revision. If you do not receive a response, it is your responsibility to contact her to confirm acceptance.

Product Theater Inserts should be submitted for approval by March 27, 2023, to be included in the CCR registration packet.

Company inserts should follow these guidelines:

- A one-page insert is only one page
- If the insert is two pages, then there will be an additional charge of \$500 per page.
- May be composed of paper or paper-like material; however, thin, flimsy product information packet inserts are not acceptable and will not be put in the registrant packets
- May be imprinted front, back, or both sides
- May be of any shape or size up to a regular piece of paper
- Must be provided by vendor
- Is not to exceed 8.5" x 11"
- **ALL PRODUCT THEATER TITLES MUST BE UNBRANDED!**
- Product Theater Titles must be submitted to CCR no later than March 27, 2023. **ANY TITLES NOT RECEIVED BY THE DUE DATE ARE NOT GUARANTEED TO BE CORRECT AND MAY NOT BE INCLUDED IN SYLLABUS.**
- Must contain the following sentence: **"The Non-CME Corporate Forum content and views expressed therein do not necessarily reflect the views, policies, or position of the Congress of Clinical Rheumatology."**
- Must be pre-approved by CCR; See approval instructions below

### PRODUCT THEATER PACKET INSERTS APPROVAL INSTRUCTIONS:

All product theater registration packet inserts must be approved by Dr. Pam McLain. Email [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to submit your onsite registration packet for approval. Dr. McLain will reach out to you via email to either confirm acceptance or request a revision. If you do not receive a response, it is your responsibility to contact her to confirm acceptance.

**Product Theater Registration Inserts should be submitted for approval by March 27, 2023, to be included in the CCR registration packet.**

## PRODUCT THEATER ONSITE POSTERS

Each product theater is allowed 3 posters to promote your product theater. The poster should fit on a standard easel. You may place your product theater's poster on one of the designated easels once the product theater that is scheduled before yours has completed. For example, if you have a lunch product theater, you may place your poster on one of the easels after the breakfast product theater is finished.



Each company is responsible for shipping and receiving your posters with the hotel's shipping department. CCR is not responsible for any product theater posters.

## PRODUCT THEATER GAMIFICATION

Each onsite only, virtual only or hybrid PT will be assigned a gamification code. Your unique product theater code will be emailed to your product theater contact as provided in your manage exhibitor profile section of the CCR Exhibitor Welcome Kit. Attendees can enter this code into their mobile app to retain the points for attending the product theater. Prizes will be given from the platform gamification leader board. Product Theater hosts can decide how to distribute your unique gamification code to attendees.

Suggestions include:

Announcing it at the middle or end of the program

Giving a handout as attendees enter your product theater

Include it on your product theater printout

Get creative and make it fun!

**\*NOTE:** The drawing is being conducted by A&R Educational Group, LLC which is solely responsible for its conduct. The drawing benefits A&R Educational Group, LLC by increasing traffic to the exhibits. All prizes awarded are at the discretion and control of A&R Educational Group, LLC. **IMPORTANT DISCLAIMER:** NO PHARMACEUTICAL UNRESTRICTED EDUCATIONAL GRAND FUNDS OR CORPORATE SPONSORSHIP FUNDS OR EXHIBITOR FEES OR ANY OTHER FUNDS WHATSOEVER PROVIDED BY ANY PHARMACEUTICAL COMPANY WERE USED TO ACQUIRE OR PURCHASE THE PRIZES.

## PUSH NOTIFICATIONS

Each product theater will get one push notification prior to the start of the product theater.

## PACKAGE SPONSORSHIP

Please refer to your CCR East 2023 Exhibitor Prospectus for all items that are included with your sponsorship. The prospectus also contains a description of any items that are available for purchase as an add-on item to your sponsor package. If you have any questions about your sponsorship package, email [exhibitors@ccrheumatology.com](mailto:exhibitors@ccrheumatology.com).



## EXHIBITOR ASSET SUBMISSIONS

CCR EAST 2023

# 2023 East Submission Due Dates

### **Product Theater Speaker & Title**

Submit to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com)

### **Submit Onsite, Virtual, & Product Theater Packet Inserts**

Submit to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com)

### **Product Theater AV Order Deadline**

Order via AV Order Form in this Welcome Kit

### **Asset Deliverables due to CCR from Exhibitors**

Upload and Submit below

### **Deadline to Register Onsite Booth Staff**

Register as Exhibitor Staff on CCR East Website

### **Virtual Booth Completed**

Virtual booth should be ready by this date